

# POST COVID-19 DIGITAL MARKETING PREPARATION FOR HOTELS

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Established since 2008, and specialized in digital marketing from day one, Syndacast is known by many travel brands across Asia Pacific as the long term digital marketing partner with various services and products that help brands uplift performance. We have worked with over 100 travel & hotel brands and are the appointed agency for several global brands in APAC.

*Unlike other agencies and media companies that encourage brands to spend more on advertising, our aim is to help brands save budget. We treat your business like our own.*



# GOOGLE SEARCH TREND IN THAILAND



**BANGKOK HOTEL IN THE LAST 90 DAYS**



# GOOGLE SEARCH TREND IN THAILAND



**PATTAYA TRAVEL IN THE LAST 90 DAYS**



# GOOGLE SEARCH TREND IN THAILAND



**HUA HIN** TRAVEL IN THE LAST 90 DAYS



# GOOGLE SEARCH TREND IN THAILAND



**KHAO YAI TRAVEL IN THE LAST 90 DAYS**

## 8 MAIN FACTORS THAT AFFECT THE CURRENT TRAVEL DEMAND AND DECISION MAKING PROCESS OF CONSUMERS



01

### PSYCHOLOGY

I feel insecure to travel. It is unclear whether it is safe or worth it.

02

### PRICE DROP

Flight deals and hotel deals all look attractive right now. Should I?

03

### FLEXIBILITY

I can probably book a hotel, but not sure when to travel, would be great to decide it later with no charge.

04

### FUTURE CONCERN

What if the situation can get worse in my country or in the destination I want to go later or if my income keeps dropping?

05

### ATTRACTION DISCOUNTS

It looks like not only hotels discount, but travel attractions can be cheaper too.

06

### DESTINATION DECISION

Should I change the destination plan after considering all the pros and cons?

07

### INSURANCE COVERAGE

Can I find travel insurance or health insurance that can cover me with regards to COVID-19?

08

### COMMUNICATION NEED

I have many concerns, but doesn't seem the hotels and airlines can attend my needs. Would be great if I can speak to them personally.

## THE POST COVID-19 RECOVERY STEPS FOR HOTEL INDUSTRY IN THAILAND.



**>> BUILD YOUR PLAN IN PHASES, AND ALLOCATE THE BUDGET ACCORDINGLY.**







# SOME IMPORTANT TOPICS TO PREPARE

01

## BEHAVIOR

Many travelers have new concerns so they will question the hotels directly. And this might be something OTAs cannot accommodate.

02

## FLEXIBLE

Hotels will offer flexibility in terms of cancellation policy or allow guests to change dates with no charge.

03

## DINING

Hotels will offer various packages with dining options on site as the demand may rise for this sector.

04

## SEARCH

The search marketing sphere will be more competitive, especially in the domestic market. CPC will increase.

05

## PRICES

The competition on prices might become worse than before. Hotels will get more creative in bringing in new values.



## OWNED MEDIA PREPARATION

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## REVIEW YOUR ACTIVITIES AND ADDRESS THESE QUESTIONS



- **What are the top 5 markets that visit the hotel website site in the last year?** Knowing this helps you prepare the content and offers that suite your guests.
- **Traffic by market/channel, compare year on year to find trends.** Knowing this helps you identify any potential markets.
- **Can you now see the drop and increase of traffic by market/channel?** You can then use the paid media campaign, social content and create offers that help you push growing markets as well as bring back lost traffic.
- **Can you identify the differences in the average room nights, market segments and types of travelers of direct bookings vs OTA bookings?** Knowing this will help you identify how OTAs help and how the website contributes and while you have separate strategies for each channel.
- **Do you see any recent changes to the market segments during right before and during COVID-19, do you know why?** COVID-19 will reshape the market segments, we may not know how it will change, but at least you can look for signals that might have come.
- **Review the old campaigns with your agency or your team, to see what worked, and what didn't: offers, creative, ad copy, landing page, etc.** Use this knowledge to build a better campaign.

## REVIEW YOUR WEBSITE FOR BOTH EXPERIENCE AND SEO.



- **TECHNICAL REVIEW:**
  - Google Analytics set up properly? Search console set up and linked to GA?
  - FB pixel setup, Facebook insights report of your visitors?
  - Are there broken links, duplicated/unoptimized meta tags?
  - Can you optimize image size/weight, site loading speed, SEO friendly urls?
  
- **LANGUAGE:** ensure you have English, local language and language(s) of the top feeder markets.
  
- **CONTENT REVIEW:**
  - Add guests reviews to the website
  - Add new unique selling points and offers
  - Add new images and videos,
  - Can you shorten the long content while maintaining valuable keywords?
  - Can you add in more content to drive SEO such as blog posts?

While you do this, prioritize the pages that get more visits first.
  
- **EXPERIENCE:**
  - Can you do a survey on the website?
  - Do you think adding price comparison function will help you convert more?
  - Do you have different packages for different types of guests that aren't found on OTAs?
  - Do you have content that address the concerns of guests?
  - Is the website open for a one-on-one chat?

## OTHER OWNED CONTENT CHANNELS (FB/IG/YouTube/Line)



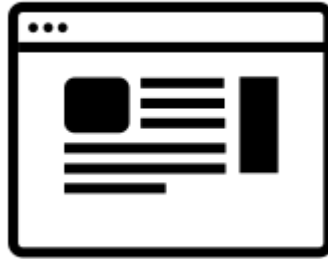
- **CHANNELS:** Make sure you have Youtube, Facebook and Instagram for all audience, Line for Thai audience, Weibo for Chinese audience (optional).
- **FREQUENCY:** update your content as frequent as possible. Promote your hotel and your destination and update the useful content that a traveler might want/need to know.
- **FORMATS:** Video is the most engaging formats, there are apps that help you create videos from images and text and fun animations. You do not always have to invest big budget.
- **QUESTIONS:** Ask your audience question, use poll function, use infographics to capture their attention and engage with them.
- **PERSONAL COMMUNICATION CHANNEL:** Be available to respond to comments and enquiries as soon as possible.
- **GIVE BACK:** as people engage with your pages and they might help you spread the word around, it's important to push for this by giving back. It can be in a form of a voucher, a special promotion code, or a freebie.



# MEDIA CAMPAIGN PREPARATION

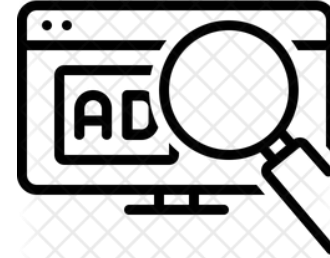
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### 3 POPULAR PROGRAMMATIC MEDIA ACTIVITIES



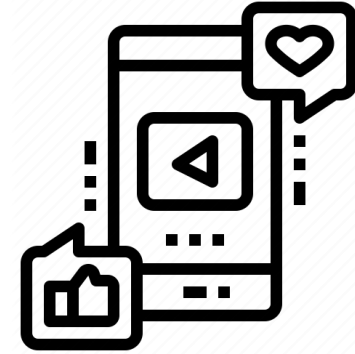
#### DISPLAY & VIDEO

Prepare the keywords that you want to purchase traffic when people search for those terms.



#### SEARCH ENGINE MARKETING

Prepare the ad copies that you want to show up when your bid is enough to show on search engine results page, for those keywords.



#### SOCIAL ADVERTISING

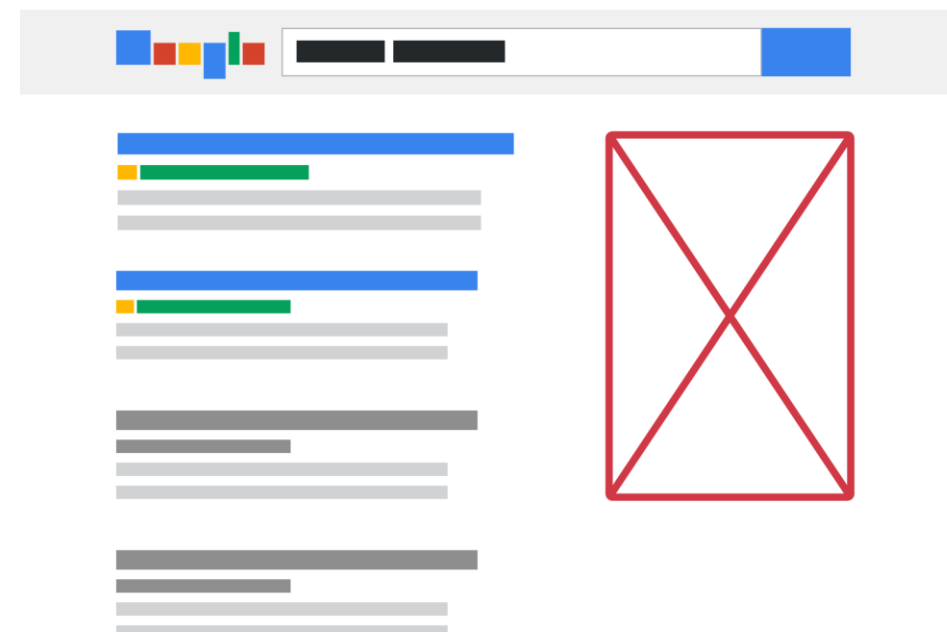
Provide landing page(s) for people to land on (usually a page on your website) so people can click on the ad and visit.





# PAID SEARCH MARKETING/SEM/PPC

- **REVIEW:** past campaign performance, remove what didn't work and focus on what worked as well as what was missed.
- **QUALITY SCORE:** review the quality scores of the keywords and optimize the landing pages and ad copies to improve.
- **GRANULAR STRUCTURE:** separate campaign by strategy by market, and maximum 20 keywords per ad group.
- **MONITOR:** competitor analysis, search impression share, search terms report, quality score of keywords, ad CTR, and ROI.







# DISPLAY MARKETING (BANNER AND VIDEO)

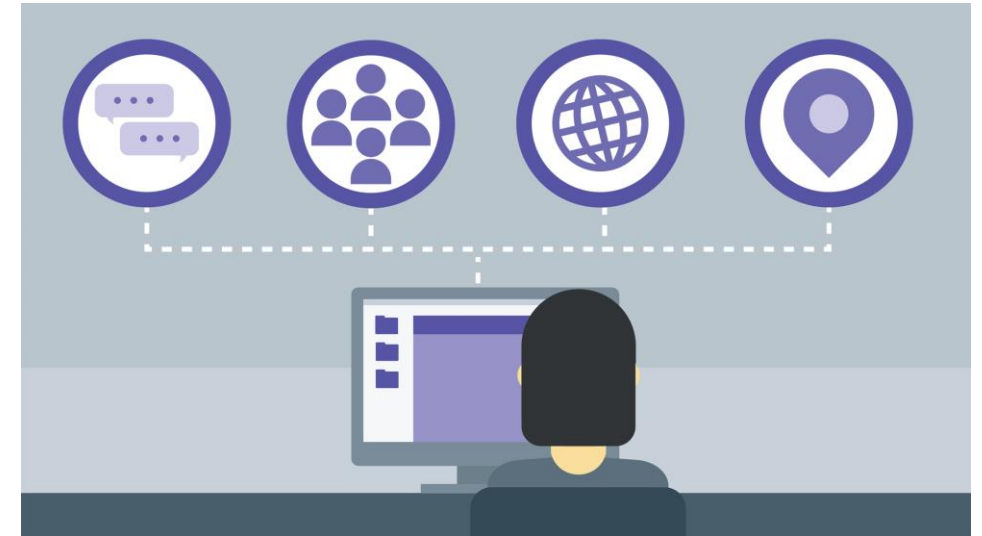
- **BE CLEAR:** what are we selling?
- **BE SUITABLE:** who are we selling to? Can we localize the language, can we use an image that fits? Is the timing right for this offer?
- **KEEP IT SIMPLE:** Benefits come first, features after. Clear call to action.
- **INSPIRE:** the key visual needs to inspire and create a positive feeling, people won't spend more than 5 seconds to dig deep into the detail. Avoid images with small details or too clustered.
- **CLEAR CALL TO ACTION:** Get offer today, Offer ends soon, Book now.

The screenshot shows a Syndacast banner at the top of The New York Times homepage. The banner is in Thai and promotes a promotion for AirAsia. The main headline is "Officials Fear Coronavirus 'Turning Point' After Cruise Passengers Disperse". Other headlines include "Are You Sick?" For Asian-Americans, a Sneezing Brings Suspicion, "Can't get off here fast enough." U.S. passengers evacuated from a cruise ship quarantined in Japan, "At Justice Dept., a Fear That Trump Is Undermining the Agency's Reputation", and "More than 1,100 former federal prosecutors and officials pressed for William Barr to step down in an open letter." The right sidebar features articles by David Leonhardt, Charles M. Blow, Alexis Coe, Nicholas Kristof, Elisabeth Rosenthal, and Rachel L. Harris and Lisa Tarchak.



# SOCIAL ADS (FACEBOOK AND INSTAGRAM)

- **UNDERSTAND AND DIVERSIFY DIFFERENT AD TYPES:** awareness ads to maximize reach, post engagement ads for driving engagements, and click to message ads to engage with users/lead generation ads to generate leads.
- **ADDRESS THE CONCERN OF USERS:** Ad content should address the concerns of the audience or trigger what they have demand for.
- **GIVEAWAY CAMPAIGN:** to create something new, some benefits that people can participate.
- **PROMOTE POLLS/QUESTIONS:** Keep people engaged and understand them more.





## EXAMPLES

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## OFFER IDEAS

- Early bird or advance purchase with a flexible policy, people can plan in advance.
- You can even sell vouchers or gift card with flexible terms and conditions.
- Local rate with freebies.
- Family package with values that can't be booked over OTAs.
- Free room upgrades.
- Half board or full board packages.



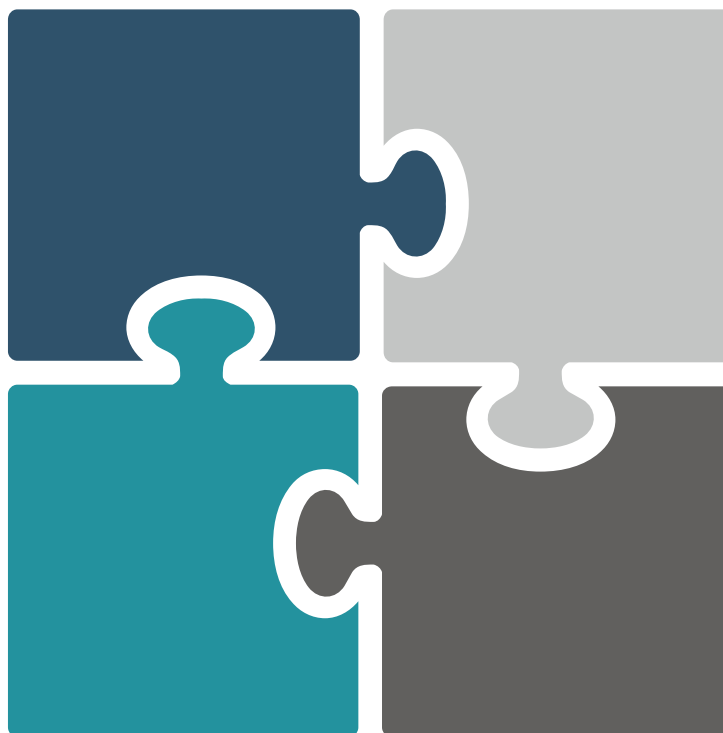
# OPTIMIZATION TO ATTRACT LOCAL GUESTS

## WEBSITE

Add or optimize Thai language content.

## ADVERTISING

Launch search ads in local language, or add new keywords in local languages. Design visual ads in Thai.



## OFFER

Create offers that attract Thai visitors, for example kids eat and stay free, or family package, or half board package. Free parking, free cancellation.

## SOCIAL

If you haven't had a Line account, it might be the right time to create one and promote it. Also run messenger ads to chat with the local audience.



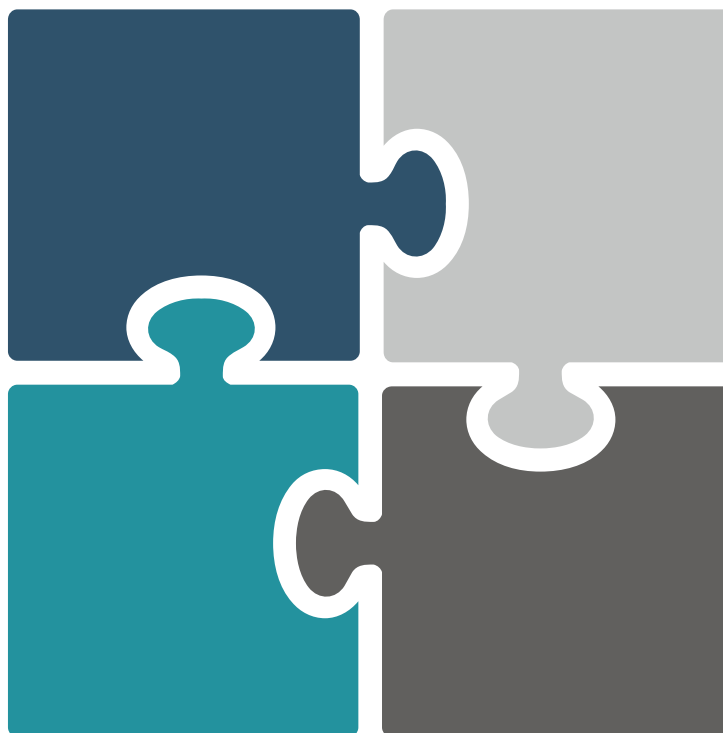
# ATTRACT INTERNATIONAL GUESTS

## WEBSITE

Local language content, for example: Chinese, Korean, Japanese.

## ADVERTISING

Launch search ads in local languages. Design visual ads in their languages to run parallel with English



## OFFER

Create offers that attract visitors who may need to plan in advance, such as Early Bird offer with flexible cancellation or changing policy.

## SOCIAL

Retargeting all visitors who have been to the website. Remind and inspire them. Welcome them to speak directly with the hotel.



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**FOR MORE IDEAS, INSIGHTS**  
**AND INSPIRATION.**



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137  
PILLARS  
— HOTELS & RESORTS —

 **ACCOR HOTELS**  
Feel Welcome

*AirAsia*

**IHG<sup>®</sup>**

  
**SIX SENSES**  
HOTELS RESORTS SPAS

**Syndacast** 

**Travel & Hotels  
EXPERIENCE**

  
**CROSS**  
HOTELS & RESORTS

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AIRWAYS القطرية

  
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HOTELS • RESORTS • SUITES

**Dusit**  
INTERNATIONAL

  
**KING  
POWER  
MAHA  
NAKHON**

**RIU**  
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— THE —  
**ASCOTT**  
LIMITED

  
**Garuda Indonesia**  
The Airline of Indonesia

  
**MERITUS**  
HOTELS & RESORTS

  
**Hard Rock**  
HOTEL

*Asian Oasis*  
MYTHICAL JOURNEYS

**Club Med** 

  
**BANYAN TREE**